SM/BA 385 – Chapter 6 Assignment

Event-Sponsor Relationship

You are organizing a beach volleyball tournament on our campus to raise money for Erskine Athletics. You hope to generate at least $3,000 in revenue for the department with sponsorships.

–Describe 4 examples of sponsorships (1 in each sponsorship level) with 4 different companies/organizations that will help cover costs and generate money for the department.

–Consider the location and type of event when drafting these sponsorships

–Be realistic!

- **Rubric**

–4 sponsorship deals should be described (one title, presenting, exclusive, and nonexclusive or supplier)

–Make sure to include:

- Business or organization that will sponsor
- Explain why each business would sponsor at the level you assign
- Benefits to the event (revenue, VIK, etc.) with a dollar figure assigned to each deal
- Detailed list of benefits for the sponsor including all direct and associative benefits with specific examples
- For each benefit for the sponsors, explain why what they are providing matches what they are receiving.